

## ABSTRACT

*This case study elaborates about Citi Giant co-branding credit card success story and analysis based on academic and management point of view. Co-branding is a state of the art, and different from normal branding. Co-branding is about combining two established brand in the market into one co-brand. Co-branding itself has two goals in common, economic goal (direct effect) and positive effect on constituent brands (spill-over effect). Moreover, the case study uses qualitative methodology and compares between what Citi Giant card had done in the market and co-branding success factors based on academic books and academic journals from various sources.*

*Citibank Indonesia has operated in Indonesia for more than 43 years. In Indonesia, Citibank Indonesia was a pioneer and a market leader in credit card industry. Citibank Indonesia is often became the market benchmark in credit card industry in Indonesia. Furthermore, after a massive subprime mortgage crisis that hit Citibank N.A. in New York in 2007/2008 and business freezing action, the management of Citibank Indonesia struggled to be back as the market leader in credit card industry in Indonesia. Together with Hero Group, Citibank launched a co-brand grocery credit card in July 2009, Citi Giant credit card. Just about one year after the launching of Citi Giant Credit Card, it had succeeded to acquire 200,000 customers. Hence, this case study will give rich information for brand managers about co-branding credit card in Indonesia.*

***Keywords: co-branding, credit card, Citibank, Hero Group***